

*R. J. Reynolds.*  
Tobacco Co.

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# 426-93  
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Mr. E. M. McAtee

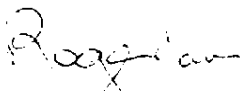
Dear Ed:

Recently the Philip Morris Van visited Sales Rep Diana Escher's calls and caused Diana to develop her own program. Not only did she do the whole program on her own, but she did it on a Saturday!

I think this shows true initiative and I would not only like to see a letter from you, but would like to see this accomplishment featured in the next issue of **The Merchandiser**.

I have attached Diana's own write-up which shows the program needs some revisions and these will be accomplished at the next Store Sale on October 14th.

Sincerely,



R. C. Farmer  
RCF:am  
Attachment  
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